

Surrey County Council: Equality Impact Assessment

Travel Smart Business Travel Planning

EIA Author:	Harris Vallianatos
--------------------	--------------------

2. Approval

	Name	Date approved
Line Manger	Marc Woodall	23/05/2013
Project Sponsor	Paul Millin	24/05/2013

3. Quality control

Version number	0.3	EIA completed	23.05.13
Date saved	23/05/2103	EIA published	

4. Developing the EIA

Name	Job title (if applicable)	Organisation	Role
Harris Vallianatos	Travel Smart Engagement Officer	Surrey County Council	
Marc Woodall	Travel Smart Engagement Manager	Surrey County Council	
Lesley Harding	Sustainability Group Manager	Surrey County Council	Review of EIA prior to submission to assistant director

5. Issue being reviewed

<p>What policy, function or service is being reviewed?</p>	<p>Surrey County Council has secured over £18 million of funding for years 2012-2015 from the Local Sustainable Transport Fund (LSTF) for the Travel SMART programme. The Travel SMART programme will deliver transport improvements and associated behaviour change initiatives in the identified Travel SMART towns of Woking, Guildford, Redhill and Reigate.</p> <p>As part of the existing Travel Smart programme, a new project is being proposed to engage with businesses in the 3 Travel Smart towns of Guildford, Woking and Reigate/Redhill and provide travel planning services for employees. Offering free business travel planning package to the business community in the Travel SMART towns will encourage positive behaviour change towards sustainable travel and enable businesses to enjoy carbon and cost savings. This package includes: travel planner training, personalised travel planning (PTP), eco driver training, road shows and travel forums.</p> <p>The project will be delivered in partnership with the chosen suppliers, Parsons Brinckerhoff and operated under the existing Spatial Planning Framework with the Highways Agency. The travel planner training is aimed at businesses with over 100 employees, the personalised travel planning for businesses with less than 100 employees, and eco driver training for companies with fleet vehicles targeted at staff with high business mileage. The roadshows and travel forums will be suitable for all businesses that are interested in participating. Participation will be entirely voluntary.</p>
<p>What are the proposed changes to the policy, service or function you are assessing?</p>	<p>This is a new programme of work so there are no changes to existing services and functions affected by these proposals.</p> <p>The desired outcomes of the project are:</p> <ul style="list-style-type: none"> • Reduced congestion in the areas affecting the participating businesses of each travel forum

	<ul style="list-style-type: none"> • Increase in the use of sustainable transport • Reduced reliance on car park spaces on site • Better facilities at organisations accommodating staff and visitors • The training delivered will offer demonstrable savings to businesses that will encourage businesses in other parts of Surrey to take part beyond the Travel SMART towns <p>In order to achieve these outcomes, a number of measures and events are proposed:</p> <ul style="list-style-type: none"> • A review of current best practices in Travel Plan Networks (TPNs), which will be used to inform the rest of the project. • The identification of key contacts or champions in targeted organisations who will work in a collaborative way to achieve the project objectives. • A series of meetings, employee surveys and site assessments to gather data on the most effective interventions and suitable travel planning strategies. • Four primary behaviour change measures: <p>Travel Planner Training – Train one or two representatives from a company to provide effective travel planning advice to employees. Target: 100 businesses</p> <p>Personal Travel Planning – Personal advice provided at the desk of employees in smaller companies. Target: 90 one to one sessions</p> <p>Eco Driver Training – To promote more sustainable driving techniques, in car driver training will be provided with approved trainers. This will also be carried out in ecodriving simulators if more appropriate. Target: 1000 sessions, 40 simulator days</p> <p>Roadshows – Roadshows will act as promotion tools and information forums for the scheme and be open to all. Content and events to be tailored to each town. Target: One in each travel town</p> <p>As well as contributing to the outcomes above, these measures will produce cost and carbon savings for the participating companies and may also make a contribution towards ISO 14001 accreditation.</p>
<p>Who is affected by the proposals?</p>	<p>The primary project targets are the employees of participating companies. Changes will include a modal transport shift away from single occupancy vehicles to cycling, walking, public transport or car share schemes.</p> <p>The effect on the volunteer champions in each organisation will be significant in terms of time needed to spend on the project. The specific time allocation will vary but will be discussed and agreed with managers and HR in the organisation.</p> <p>Residents living along travel corridors are likely to be affected by reduced levels of congestion. Depending on the type and extent of</p>

	<p>the modal shifts, there may be increases in cyclist numbers and public transport users. Due to the scale of this project and the experience of similar schemes, these effects are likely to be small.</p> <p>Public transport operators could be affected by small increases in the number of people using local buses and trains.</p>
--	---

6. Data, consultation and engagement

Data used
<p>Data from focus groups in the 3 areas.</p> <p>Anecdotal information collected from local community representatives and Borough Councils.</p> <p>The extensive experience of the chosen suppliers in delivering similar schemes for Newcastle City Council and Hampshire Sustainable Towns.</p> <p>NOMIS (Government statistics source) and Surrey census data for demographic make-up of areas.</p>
Consultation and engagement you carried out
<p>Focus groups undertaken in each of the 3 areas. This data is shared with other Travel Smart initiatives. The data and comments received from the focus groups were used to shape the proposals.</p>

7. Impact of the changes

Protected characteristic	Impact	Evidence
Age	<p>As this project is targeting the workplace, the outcomes will primarily affect those of working age. However, participants will be encouraged to pass the information on to all members of their family and hence a wider range of age groups. Since the advice will include information on walking and cycling, another expected impact is that the health of participants and their families will improve by living more active lifestyles.</p> <p>Secondary impacts will be felt by all road users from a reduction in congestion and by all age groups in</p>	<p>Demographic information collected from business travel surveys undertaken in previous years.</p>

	the community through reduced pollution levels.	
Disability	<p>An overall positive impact is expected for this characteristic since employees may be made aware of travel opportunities that were not previously known. Travel planning is individually tailored and advice adapted to suit the needs of the audience. Both the training for volunteer champions and Personal travel planning sessions will include specific advice for those employees with disabilities, including those who are visually impaired.</p> <p>All events will be hosted at facilities with access for disabled attendees.</p> <p>Some advice on offer regarding active travel will not be suitable for people with certain disabilities.</p> <p>Some of the training provided will be undertaken in cars, with the recipients driving.</p>	Existing Travel Planning Schemes and training material
Gender reassignment	No differential impact.	
Pregnancy and maternity	A positive impact is expected for this characteristic. Travel planning advice will include specific information on special measures for pregnancy or those with young children.	Existing Travel Planning Schemes and training material
Race	Potential negative impact for people who do not have English as a first language and do not have reasonable English language skills.	
Religion and belief	No differential impact.	
Sex	Although differences will be minimal, there will be some gender specific advice to address concerns around walking or cycling alone at night.	

Sexual orientation	No differential impact.	
Marriage and civil partnerships	No differential impact.	

8. Groups facing multiple impacts

Impact	Evidence
N/A	

9. Amendment to the proposals

Change	Reason for change
Include specific advice for pregnancy and those with young children.	To widen the appeal of the scheme and make it more inclusive. It is extremely likely that this group will be encountered.
Where possible provide information and advice appropriate to people with disabilities	To ensure that as many people as possible can benefit from the advice being received.
Enable eco-driver training recipients to receive training in their own vehicle.	This will allow disabled drivers of adapted vehicles to be able to receive eco-driver training in their own vehicles.

10. Action plan

Impact (positive or negative)	Action needed to maximise positive impact or mitigate negative impact	By when	Owner
Positive – Information targeting employees can	Information and support provision will be aimed at travel	Ongoing throughout	Marc Woodall

be further disseminated to other age groups through families and other networks.	behaviours as employees but also wider travel patterns and in formats accessible to all ages	project	
Positive – Information provision will be additionally targeted for people with disabilities or other mobility and access issues (e.g. pregnant women, employees with young children) to make them aware of the options available to them	Discuss with Parsons (service provider) to agree how specific mobility & access requirements of different groups (people with disabilities, pregnant women, employees with young children) will be met as part of the overall travel planning package	July 2013	Marc Woodall
Negative – At this stage we do not know which companies will take part but it is possible that employees will be encountered who do not have English as their first language and this could make participation difficult since many of the materials will be written.	<p>The results of the data gathering exercise in companies will expose any significant language issues and at this stage the training materials can be submitted for translation.</p> <p>Other ways of mitigating the impact, include offering an oral personal travel planning session if oral English skills are better.</p> <p>Secondly, opportunities to utilise other bilingual staff at the company could be investigated.</p>	Ongoing throughout project	Marc Woodall
Negative - A similar challenge will be faced if visually impaired employees are to take part in the scheme.	Currently, It is not planned to produce materials in a format suitable for those who are visually impaired due to cost considerations. However, should the issue be encountered, oral training sessions will be used and opportunities to print suitable materials investigated.	Ongoing throughout project	Marc Woodall
Positive – Where roadshows are to be held within businesses, they will be asked whether they require any specialist advice for employees.	If advice is requested, SCC and Parsons Brinckerhoff will explore the possibility of acquiring specialist advice to give to people where they have different needs.	When booking roadshows with businesses	Parsons Brinckerhoff

11. Summary of key impacts and actions

<p>Information and consultation/engagement used to underpin equalities analysis</p>	<p>Focus groups, work with local community groups and organisations, experience of suppliers in delivering similar projects</p>
<p>Key impacts (positive and/or negative) on the protected characteristic groups</p>	<p>The outcomes are designed to have positive impacts on all groups, such as pollution and congestion reduction but there are specific positive impacts for the disability and pregnancy groups who will benefit directly from the travel advice.</p> <p>There are potential negative impacts on participation in the scheme for those who are not able to read the printed material such as those who do not have English as a first language.</p>
<p>Changes you have made to the policy as a result of the equality analysis process</p>	<p>The proposal has been updated to include the collation of travel advice specifically directed towards pregnant travellers and those with young children.</p>
<p>Key mitigating actions planned to address any outstanding negative impacts</p>	<p>Analysis of company data will expose groups which could experience a negative impact on participation and adaptation measures included in project plans should they be encountered.</p>